

PLACE Research Lab Intervention Ladder Policy Analysis Framework

Intervention Ladder	Reorient government action	Do nothing or simply monitor the current situation	Provide information	Enable choice	Guide choices by changing default policy	Guide choices through incentives	Guide choices through disincentives	Restrict choice	Eliminate choice
Nuffield Council on Bioethics Definition ¹	(Level not present in Nuffield Council on Bioethics Framework)	Definition not provided.	Inform and educate the public, for example as part of campaigns to encourage people to walk more or eat five portions of fruit and vegetables per day.	Enable individuals to change their behaviours, for example by offering participation in an NHS 'stop smoking' programme, building cycle lanes, or providing free fruit in schools.	For example, in a restaurant, instead of providing chips as a standard side dish (with healthier options available), menus could be changed to provide a more healthy option as standard (with chips as an option available).	Regulations can be offered that guide choices by fiscal and other incentives, for example offering tax-breaks for the purchase of bicycles that are used as a means of travelling to work.	Fiscal and other disincentives can be put in place to influence people not to pursue certain activities, for example through taxes on cigarettes, or by discouraging the use of cars in inner cities through charging schemes or limitations of parking spaces.	Regulate in such a way as to restrict the options available to people with the aim of protecting them, for example removing unhealthy ingredients from foods, or unhealthy foods from shops or restaurants.	Regulate in such a way as to entirely eliminate choice, for example through compulsory isolation of patients with infectious diseases.
PLACE Research Lab Definition	Policy options that do not fit into any of the other seven levels, as they focus on interventions that implicate <i>the way</i> government (municipal, provincial, or federal) takes action (i.e., through changes in the policy development process, judicial opportunities/legal capacity, or reorienting revenue), rather than <i>directly</i> impacting individual autonomy	A lack of intervention, or any interventions that do not immediately impact or engage with the general public (e.g. surveillance). Monitoring or research falls into this category as long as they are not linked to a program.	Interventions that aim to educate or provide information to the general public, but in a way so that individuals are still free to choose whether they want to uptake this information, and the information provided does not actively direct them to make a healthier choice.	Interventions that aim to facilitate a healthier choice by providing the knowledge and infrastructure to do so, and may explicitly direct or encourage individuals towards the healthier choice, but in a way so that individuals are still free to choose (without added harm or benefit) whether they want to use these resources or make the healthier choice.	Interventions that alter what the default option looks like, but individuals are still free to choose (without added harm or benefit) whether they want to make a healthy/unhealthy choice.	Interventions that encourage the general public to make the healthier choice by making it appealing to do so through incentives.	Interventions that discourage the general public from making unhealthy choices by making it unappealing to do so through disincentives or consequences.	Interventions that restrict the general public from deciding on whether they want to make a healthy/unhealthy choice, without completely banning these choices.	Interventions that eliminate the general public's freedom to decide whether they want to make a healthy/unhealthy choice, through mandatory bans or compulsory healthy programs. This includes policies that eliminate choices for certain sub-populations or sub-settings only.

Examples

Alcohol	Require government consultation with health experts prior to legislation or policy changes	National health surveys	Provide health warning signs at places that serve or sell alcohol	Increase health care services and programs for alcohol dependence	Reduce the default size of alcoholic drinks at bars and restaurants	Subsidize alcohol rehabilitation programs	Implement tougher consequences for drinking and driving	Restrict alcohol sales to certain days or hours	Increase the legal drinking age
Healthy Eating	Government re-allocation of 100% of any new sugary drink tax revenue directly to disease prevention/wellness programs	National health surveys	Provide calorie information on all restaurant menus	Ensure breastfeeding is permitted and adequate facilities exist in public buildings	Ban signs that advertise the price and availability of sugary beverages at recreation facilities	Remove sales tax on fruits and vegetables in grocery stores	Tax sugary drinks and energy drinks on top of a sales tax	Restrict unhealthy food sales in schools and recreation facilities	Ban the use of artificial trans fats in all food products
Physical Activity	Require governments to consult with health experts before making changes to zoning bylaws	National health surveys	Provide informative print materials related to physical activity	Increase green spaces or bike paths	Automatically provide employees standing desks with the option to change	Provide tax credits for people involved in regular physical activity	Increase prices or sales taxes on cars	Implement skip-stop elevators to encourage stairwell use	Make physical activity mandatory for all students
Tobacco	Sue tobacco companies to seek compensation for those who have been harmed by tobacco products and nicotine addiction	National health surveys	Implement anti-smoking mass media campaigns	Provide smoking cessation programs to employees	Automatically enroll employees into smoking cessation programs with the option to withdraw	Subsidize nicotine replacement therapy drugs	Increase taxes on tobacco products	Strictly regulate e-cigarette advertising and promotion	Ban smoking in all public places

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Note: 'Reorient government action' policies are in a category of their own, hence the different colour/shape, and are not considered to always be the 'least intrusive'

¹Nuffield Council on Bioethics. Public health: ethical issues. *Nuffield Council on Bioethics*. 2007